

MEMORANDUM

TO: The O'Malley-Brown Campaign
FROM: Frederick Yang
DATE: November 1, 2006
RE: Recent Statewide Tracking Survey

The results of our recent tracking survey (conducted October 28-30) show that Mayor O'Malley maintains his lead over Governor Ehrlich with one week remaining until election day. In addition, our survey suggests that the pro-Democratic trend prevalent in national polling will play a major role in Maryland (which voted for John Kerry by 56% to 43% in the 2004 election), to the obvious benefit of Mayor O'Malley.

In the trial heat, Mayor O'Malley receives 50% of the vote, Bob Ehrlich receives 44%, with 6% of Maryland voters undecided. It is extremely rare for a challenger to be leading an incumbent even at this late stage of a campaign, and closer analysis of the undecided vote (admittedly small) indicates that the challenger is well-positioned to grow his support.

There are two important factors for the Mayor's lead over Governor Ehrlich.

First, as this weekend's Washington Post survey showed (which found the Mayor with a 55% to 45% lead over Ehrlich), the Mayor is running much stronger in the crucial Baltimore suburbs than the 2002 Democratic nominee. Currently, Mayor O'Malley trails in the Baltimore suburbs by a 50% to 44% margin. As a point of comparison, Kathleen Kennedy Townsend lost that area by 64% to 35% in the 2002 election.

Second, despite undergoing more than three months of harsh negative attacks waged on his record as Baltimore's mayor, Martin O'Malley nonetheless remains well-regarded by the Maryland electorate. In fact, Mayor O'Malley's feeling thermometer score of 50% positive and 30% negative is identical to that of Governor Ehrlich.

While Mayor O'Malley will benefit from Maryland's strong Democratic tradition (which will probably be even more advantageous in the current national environment), the race is destined to be extremely competitive because of the millions of dollars spent on harshly negative television, direct mail, and "robocalls" by the Ehrlich campaign and the Republican Party. However, we are confident that with the resources to communicate his positive message of strengthening Maryland families, Mayor O'Malley will be able to defeat Governor Ehrlich on November 7th.

This memorandum is based on a survey among 905 likely Maryland voters conducted between October 28 and 30, 2006. The survey, which is fully representative of a statewide electorate by key demographic and geographic factors, has a margin of error of ± 3.3 percentage points.